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# 1 [Analysis of navigation behaviour in web sites integrating multiple information systems](#)

Bettina Berendt, Myra Spiliopoulou

 March 2000 **The VLDB Journal — The International Journal on Very Large Data Bases**,  
 Volume 9 Issue 1

 Full text available: [pdf\(281.14 KB\)](#) Additional Information: [full citation](#), [abstract](#), [index terms](#)

The analysis of web usage has mostly focused on sites composed of conventional static pages. However, huge amounts of information available in the web come from databases or other data collections and are presented to the users in the form of dynamically generated pages. The query interfaces of such sites allow the specification of many search criteria. Their generated results support navigation to pages of results combining cross-linked data from many sources. For the analysis of visitor naviga ...

**Keywords:** Conceptual hierarchies, Data mining, Query capabilities, Web databases, Web query interfaces, Web usage mining

## 2 [Using a starfield visualization for analyzing product performance of online stores](#)

Juhnyoung Lee, Mark Podlaseck

 October 2000 **Proceedings of the 2nd ACM conference on Electronic commerce**

 Full text available: [pdf\(363.32 KB\)](#) Additional Information: [full citation](#), [references](#), [index terms](#)

**Keywords:** electronic commerce, marketing, merchandising, visualization

## 3 [Electronic commerce: a half-empty glass?](#)

Sasa Dekleva

 June 2000 **Communications of the AIS**

 Full text available: [pdf\(343.49 KB\)](#) Additional Information: [full citation](#), [references](#)

## 4 [Web-based customer decision support systems](#)

Robert M. O'Keefe, Tim McEachern

 March 1998 **Communications of the ACM**, Volume 41 Issue 3

09/855,805

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Full text available:  pdf(216.61 KB) Additional Information: [full citation](#), [references](#), [citations](#), [index terms](#)

5 Web mining for web personalization

Magdalini Eirinaki, Michalis Vazirgiannis

February 2003 **ACM Transactions on Internet Technology (TOIT)**, Volume 3 Issue 1

Full text available:  pdf(293.73 KB) Additional Information: [full citation](#), [abstract](#), [references](#), [citations](#), [index terms](#), [review](#)

Web personalization is the process of customizing a Web site to the needs of specific users, taking advantage of the knowledge acquired from the analysis of the user's navigational behavior (usage data) in correlation with other information collected in the Web context, namely, structure, content, and user profile data. Due to the explosive growth of the Web, the domain of Web personalization has gained great momentum both in the research and commercial areas. In this article we present a survey ...

**Keywords:** WWW, Web personalization, Web usage mining, user profiling

6 Modeling personnel and roles for electronic commerce retail

Simon Fong, Chan Se-Leng

April 2000 **Proceedings of the 2000 ACM SIGCPR conference on Computer personnel research**


Full text available:  pdf(564.57 KB) Additional Information: [full citation](#), [abstract](#), [references](#), [citations](#)

Most of the electronic commerce businesses have to address the same issues such as the four core business activities namely Attract, Interact, Act and React. The success of an E-Commerce business hinges on how competent the personnel who operate the four activities are. In this paper, we identify the job functions of the personnel for a typical Internet retail. In particular, we present an object-oriented model of the personnel specialized for Internet-base ...

**Keywords:** UML, electronic commerce, personnel modeling

7 Characterizing the scalability of a large web-based shopping system

August 2001 **ACM Transactions on Internet Technology (TOIT)**, Volume 1 Issue 1

Full text available:  pdf(261.91 KB) Additional Information: [full citation](#), [abstract](#), [references](#), [citations](#), [index terms](#), [review](#)

This article presents an analysis of five days of workload data from a large Web-based shopping system. The multitier environment of this Web-based shopping system includes Web servers, application servers, database servers, and an assortment of load-balancing and firewall appliances. We characterize user requests and sessions and determine their impact on system performance scalability. The purpose of our study is to assess scalability and support capacity planning exercises for the multit ...

**Keywords:** capacity planning, clustering, personalization, scalability analysis, web-based systems, workload characterization

8 The use of web structure and content to identify subjectively interesting web usage patterns

Robert Cooley

May 2003 **ACM Transactions on Internet Technology (TOIT)**, Volume 3 Issue 2

Full text available:  pdf(540.06 KB) Additional Information: [full citation](#), [abstract](#), [references](#), [index terms](#)

The discipline of Web Usage Mining has grown rapidly in the past few years, despite the crash of the e-commerce boom of the late 1990s. Web Usage Mining is the application of data mining techniques to Web clickstream data in order to extract usage patterns. Yet, with all of the resources put into the problem, claims of success have been limited and are often tied to specific Web site properties that are not found in general. One reason for the limited success has been a component of Web Usage Mi ...

**Keywords:** Data mining, Web usage mining, World Wide Web

## 9 Electronic shopping

Gerald L. Lohse, Peter Spiller

July 1998 **Communications of the ACM**, Volume 41 Issue 7

Full text available:  pdf(279.64 KB) Additional Information: [full citation](#), [references](#), [citations](#), [index terms](#)

## 10 The tail & the dog: agency and structure influences on the development of an e-commerce information system in a new venture startup

Mike W. Chiasson

December 2002 **ACM SIGMIS Database**, Volume 33 Issue 4

Full text available:  pdf(217.28 KB) Additional Information: [full citation](#), [abstract](#), [references](#), [index terms](#)


The organizational structure of a new startup 'venture', including its business strategy, is strongly shaped by processes embedded within its developing e-commerce information system. An important question here and in general IS research is the role of individuals (agents) in the shaping and interpreting of both technological and organizational structures (structure). Various questions drawn from Giddens' (1984) structuration theory are used to highlight this agency-structure relationship, and i ...

**Keywords:** electronic commerce, information systems development, new venture startups, structuration theory, trust

## 11 Developing trust in internet commerce

Ildemaro Araujo, Iván Araujo

October 2003 **Proceedings of the 2003 conference of the Centre for Advanced Studies conference on Collaborative research**

Full text available:  pdf(140.49 KB) Additional Information: [full citation](#), [abstract](#), [references](#), [index terms](#)

Since the success of Web-based businesses depends essentially on their customers, consumers' trust is critical for Internet commerce. This article outlines essential issues that may affect customers' trust on Web sites or vendors. It also discusses key elements that can be used to improve the visitors' sense of trustworthiness on Web sites.

## 12 Assurance protocols and small Web retailers

G. E. Lyon

March 2000 **Proceedings of the 2000 ACM symposium on Applied computing**

Full text available:  pdf(396.09 KB) Additional Information: [full citation](#), [references](#), [index terms](#)

**Keywords:** World Wide Web, assurance, customer, e-commerce, implementation, seller, verifier

13 Advertising and Security for E-Commerce: A lightweight protocol for the generation and distribution of secure e-coupons

Carlo Blundo, Stelvio Cimato, Annalisa De Bonis

May 2002 **Proceedings of the eleventh international conference on World Wide Web**

Full text available:  pdf(189.77 KB) Additional Information: [full citation](#), [abstract](#), [references](#), [index terms](#)

A form of advertisement which is becoming very popular on the web is based on electronic coupon (e-coupon) distribution. E-coupons are the digital analogue of paper coupons which are used to provide customers with discounts or gift in order to incentive the purchase of some products. Nowadays, the potential of digital coupons has not been fully exploited on the web. This is mostly due to the lack of "efficient" techniques to handle the generation and distribution of e-coupons. In this paper we d ...

**Keywords:** accountability, e-commerce, e-coupons, security

14 Measuring and managing the effectiveness of personalization

Liam Peyton

September 2003 **Proceedings of the 5th international conference on Electronic commerce**

Full text available:  pdf(43.27 KB) Additional Information: [full citation](#), [abstract](#), [references](#)

Specifying an adaptive web site so that visitor experience is personalized based on context is a complex task. In this paper, we focus on the business manager responsible for an adaptive web site who wishes to measure and manage the effectiveness of personalization. We show how the essential information critical to these tasks can be captured and linked by mapping business domain facts to discrete integer values. The advantage of such an approach is twofold. First, it creates a simple, but gener ...

**Keywords:** ontology, performance measurement, personalization, rule engine

15 Content of corporate Web pages as advertising media

A. F. Salam, H. R. Rao, C. C. Pegels

March 1998 **Communications of the ACM**, Volume 41 Issue 3

Full text available:  pdf(128.27 KB) Additional Information: [full citation](#), [references](#), [citations](#), [index terms](#)

16 Disintermediation and reintermediation in the U.S. air travel distribution industry: a Delphi study

Donald J. McCubbrey

June 1999 **Communications of the AIS**

Full text available:  pdf(174.87 KB) Additional Information: [full citation](#), [references](#)

17 Information technology and physical space


Henry C. Lucas

November 2001 **Communications of the ACM**, Volume 44 Issue 11

Full text available:  pdf(122.14 KB)  html(42.79 KB) Additional Information: [full citation](#), [references](#), [index terms](#)

**18 Illustrative risks to the public in the use of computer systems and related technology**

Peter G. Neumann

January 1996 **ACM SIGSOFT Software Engineering Notes**, Volume 21 Issue 1Full text available:  [pdf\(2.54 MB\)](#)Additional Information: [full citation](#)**19 Laws and applications: Preserving privacy when preference searching in e-commerce**


Rhys Smith, Jianhua Shao

October 2003 **Proceeding of the ACM workshop on Privacy in the electronic society**Full text available:  [pdf\(258.84 KB\)](#)Additional Information: [full citation](#), [abstract](#), [references](#), [index terms](#)

The idea of using user preferences to assist with information filtering and with providing the most "relevant" answers to queries has recently received some attention from the research community. This has resulted in the proposition of several frameworks for formulating preferences and their direct embedding into relational query languages. In this paper we discuss major exploitation issues and privacy concerns inherent in the basic paradigm used by these proposed approaches when used with e-bus ...

**Keywords:** e-commerce, exploitation, privacy, user preferences**20 Anatomy of a real E-commerce system**

Anant Jhingran

May 2000 **ACM SIGMOD Record , Proceedings of the 2000 ACM SIGMOD international conference on Management of data**, Volume 29 Issue 2Full text available:  [pdf\(47.89 KB\)](#)Additional Information: [full citation](#), [abstract](#), [references](#), [index terms](#)

Today's E-Commerce systems are a complex assembly of databases, web servers, home grown glue code, and networking services for security and scalability. The trend is towards larger pieces of these coming together in bundled offerings from leading software vendors, and the networking/hardware being offered through service delivery companies. In this paper we examine the bundle by looking in detail at IBM's WebSphere, Commerce Edition, and its deployment at a major customer site.

**Keywords:** Web applications, databases, e-commerce, middleware

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**1** An economical electronic point-of-sale/updating system 80%



David G. Hammel

**Communications of the ACM** July 1966  
Volume 9 Issue 7

**2** Some social implications of ubiquitous wireless networks 80%



Marc A. Smith

**ACM SIGMOBILE Mobile Computing and Communications Review** April 2000  
Volume 4 Issue 2

Wireless computer networks and the devices to communicate with them are about to become ubiquitous. A profusion of devices is likely to emerge quickly in specialized form factors, from handhelds to cheap, disposable sensors. Groups of people using these tools will gain new forms of social power, ways to organize and coordinate their interactions and exchanges just in time and just in place. Using these tools, people will be able to collectively construct a range of resources that were too diffic ...

**3** Supply/demand of IS doctorates in the 1990s 77%








Sirkka L. Jarvenpaa , B. Ives , Gordon B. Davis

**Communications of the ACM** January 1991  
Volume 34 Issue 1

The field of information systems (IS) has experienced a severe shortage of faculty throughout its 20-year history. This shortage now appears to be lessening. A survey of the supply of IS doctorates finds a steady stream of graduates from IS doctoral programs. In 1989, 61 universities in the U.S. offered Ph.D. or Doctor of Business Administration (D.B.A.) concentrations in information systems. A survey of these programs resulted in 51 responses, including all the programs producing signifi ...

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- 4** Poster papers: Clustering seasonality patterns in the presence of errors 77%  
 Mahesh Kumar , Nitin R. Patel , Jonathan Woo  
**Proceedings of the eighth ACM SIGKDD international conference on Knowledge discovery and data mining** July 2002  
 Clustering is a very well studied problem that attempts to group similar data points. Most traditional clustering algorithms assume that the data is provided without measurement error. Often, however, real world data sets have such errors and one can obtain estimates of these errors. We present a clustering method that incorporates information contained in these error estimates. We present a new distance function that is based on the distribution of errors in data. Using a Gaussian model for err ...
- 5** Frequent patterns II: Mining frequent item sets by opportunistic projection 77%  
 Junqiang Liu , Yunhe Pan , Ke Wang , Jiawei Han  
**Proceedings of the eighth ACM SIGKDD international conference on Knowledge discovery and data mining** July 2002  
 In this paper, we present a novel algorithm Opportune Project for mining complete set of frequent item sets by projecting databases to grow a frequent item set tree. Our algorithm is fundamentally different from those proposed in the past in that it opportunistically chooses between two different structures, array-based or tree-based, to represent projected transaction subsets, and heuristically decides to build unfiltered pseudo projection or to make a filtered copy according to features of the ...
- 6** On-line e-wallet system with decentralized credential keepers 77%  
 Stig Frode Mjølunes , Chunming Rong  
**Mobile Networks and Applications** February 2003  
 Volume 8 Issue 1  
 We propose a generalization of the architecture of an electronic wallet, as first developed in the seminal European research project CAFE. With this model you can leave most of the content of your electronic wallet at the security of your residential electronic keeper, while roaming with your favorite mobile terminals. Emerging mobile handsets with both short range Bluetooth and cellular GPRS communications provide a sufficient communication platform for this electronic wallet architecture. Howe ...
- 7** Data Structures in the Design of Interfaces 77%  
 G. Marsden , H. Thimbleby , M. Jones , P. Gillary  
**Personal and Ubiquitous Computing** January 2002  
 Volume 6 Issue 2  
 Computer science algorithms can be used to improve user interfaces. Using data structures as a source of design ideas, a new interface was constructed for a cellular telephone handset. Once implemented, a user experiment was conducted which showed that predicted improvements in usability were confirmed with real users doing realistic tasks.
- 8** Commerce and Businesses: A case study in pervasive retail 77%  
 George Roussos , Juha Tuominen , Leda Koukara , Olli Seppala , Panos Kourouthanasis , George Giaglis , Jeroen Frissaer  
**Proceedings of the 2nd international workshop on Mobile commerce** September 2002  
 In this paper we discuss the rationale for the development of MyGrocer, a second-generation pervasive retail system, as well as its implications for the fast moving consumer goods (FMCG) sector. We will only touch upon the technology infrastructure and the required technical developments since these have been discussed extensively

elsewhere. The focus here is on the one hand, on the analysis of the business forces that dictate the development of pervasive retail and on the other, the implication ...

## 9 A case for dynamic view management 77%



Yannis Kotidis , Nick Roussopoulos

**ACM Transactions on Database Systems (TODS)** December 2001

Volume 26 Issue 4

Materialized aggregate views represent a set of redundant entities in a data warehouse that are frequently used to accelerate On-Line Analytical Processing (OLAP). Due to the complex structure of the data warehouse and the different profiles of the users who submit queries, there is need for tools that will automate and ease the view selection and management processes. In this article we present DynaMat, a system that manages dynamic collections of materialized aggregate views in a data warehouse ...

## 10 Probabilistic modeling of transaction data with applications to profiling, visualization, and prediction 77%



Igor V. Cadez , Padhraic Smyth , Heikki Mannila

**Proceedings of the seventh ACM SIGKDD international conference on Knowledge discovery and data mining** August 2001

Transaction data is ubiquitous in data mining applications. Examples include market basket data in retail commerce, telephone call records in telecommunications, and Web logs of individual page-requests at Web sites. Profiling consists of using historical transaction data on individuals to construct a model of each individual's behavior. Simple profiling techniques such as histograms do not generalize well from sparse transaction data. In this paper we investigate the application of probabilistic ...

## 11 Information delivery systems: an exploration of Web pull and push technologies 77%



Julie E. Kendall , Kenneth E. Kendall

**Communications of the AIS** April 1999

## 12 Overview of the STanford Real-time Information Processor (STRIP) 77%



Brad Adelberg , Ben Kao , Hector Garcia-Molina

**ACM SIGMOD Record** March 1996

Volume 25 Issue 1

We believe that the greatest growth potential for soft real-time databases is not as isolated monolithic databases but as components in open systems consisting of many heterogeneous databases. In such environments, the flexibility to deal with unpredictable situations and the ability to cooperate with other databases (often non-real-time databases) is just as important as the guarantee of stringent timing constraints. In this paper, we describe a database designed explicitly for heterogeneous ...

## 13 On-line textile designing 77%



Janice R. Lourie , John J. Lorenzo , Abel Bomberault

**Communications of the ACM** July 1966

Volume 9 Issue 7

## 14 A language and model for computer design 77%




N. G. Denil




**Communications of the ACM** July 1966  
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Samuel Kaufman  
**Communications of the ACM** July 1966  
Volume 9 Issue 7

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 Allan J. Humphery , Shelby L. Brumelle  
**Communications of the ACM** July 1966  
Volume 9 Issue 7



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A. L. Calvery , W. G. Castner , C. I. MacDonald , R. E. Peerenboom  
**Communications of the ACM** July 1966  
Volume 9 Issue 7

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**1 Scalable versioning in distributed databases with commuting updates**
*Jagadish, H.V.; Mumick, I.S.; Rabinovich, M.;*

Data Engineering, 1997. Proceedings. 13th International Conference on , 7-1 1997

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**2 Lower costs from reduced packaging**
*Maunder, A.;*

Engineering Management Journal , Volume: 9 , Issue: 3 , June 1999

Pages:123 - 126

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**3 Fuzzy clustering algorithm extracting principal components independent of subsidiary variables**
*Oh, C.-H.; Komatsu, H.; Honda, K.; Ichihashi, H.;*

Neural Networks, 2000. IJCNN 2000, Proceedings of the IEEE-INNS-ENNS International Joint Conference on , Volume: 3 , 24-27 July 2000

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